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micromedia
a division of IHS Canada

20 Victoria Street
Toronto, Ontario M5C 2N8
Tel.: (416) 362-5211
Toll Free: 1-800-387-2689
Fax: (416) 362-6161
Email: info@micromedia.on.ca

The Tourism Monographs

N° 9, June 1996

# Windsor's Travel Markets - 1994

Ontario

# INTRODUCTION

The information contained in this report was extracted from the micro data files of the Canadian Travel Survey (CTS) and International Travel Survey (ITS) by Research Resolutions on behalf of the Ministry of Economic Development, Trade and Tourism.

Co-sponsored by all provinces and the Federal government, the CTS is conducted by Statistics Canada during even number years as a supplement to the Labour Force Survey. The CTS telephone survey captures the incidence and detail of travel by Ontarians and other Canadians in Ontario and in other parts of Canada.

In 1994, 117,845 households across Canada were surveyed about their travel on a monthly basis over the twelve calendar months. Approximately, 2,350 households from Ontario were interviewed each month bringing the total annual Ontario residents' sample to 28,421 households.

The 1994 CTS data are not directly comparable to those of 1992, since Statistics Canada moved from a three month panel approach in 1992 to independent monthly samples in 1994. The latter method is believed to be more accurate as it does not suffer from respondent fatigue.

The data contained in this report differ from those reported in the Touriscope or supplied electronically by Statistics Canada in the following ways:

1. All overnight trips, regardless of the distance travelled, and same-day trips with a minimum one-way distance from the respondent's home of at least 40 kms are included in the tabulations of this report.

2. Expenditures for all trips cited above are included in this report's final expenditure estimates.

3. Trips with a main destination in Ontario, but no nights in the province have been treated as "same-day" trips for Ontario.

The primary unit of analysis in this report is a Person Trip/Visit or Household/Party Trip. A Trip is defined as travel from one's permanent residence for any purpose, with the exception of: travel as a member of an operating crew of a bus, truck, plane, etc.; commuting to work or school; or moving to a new residence. The Trip must also meet the following one-way distance criteria:

| Place of Residence | | |
|---|---|---|
| **Length of Stay** | **Ontario** | **All Other Provinces** |
| Same Day | 40 kms one-way | 80 kms one-way |
| Overnight | No minimum distance | No minimum distance |

The ITS is conducted by Statistics Canada every year with the help of Canada Customs and Immigration authorities that essentially conduct a census of border crossings and distribute the questionnaires to individual travellers. The questionnaires are self-completed by the travellers and mailed back to Statistics Canada.

The ITS statistics are based on the census of U.S. and overseas visitors as far as the number of travellers, their origin and the mode of transport is concerned. Most of the remaining trip characteristics for the Province of Ontario were obtained from 15,230 completed questionnaires by US residents (out of 31,739 questionnaires that US visitors to Canada completed in 1994) and 5,845 by overseas travellers (out of 13,932 they completed throughout Canada). The overall response rate across Canada was 7% for U.S. residents and 4% for overseas residents.

The data contained in this report differ from those reported in the Touriscope, or supplied electronically by Statistics Canada, primarily due to the following:

1. Since the ITS long questionnaire does not contain a question on visitor destination, Ontario created a main destination variable according to the number of nights a visitor stays in Ontario/Canada.

2. Statistics Canada does not allocate Canadian carrier fares to the provinces. Ontario does so based on the mode of transport and the port of entry/exit.

3. Ontario does a number of imputations for missing values.

4. Statistics Canada allocates expenditures to the provinces based on the number of nights a visitor spends in each place. Ontario distinguishes between accommodation expenditures and other expenditures. The former are distributed according to the number of nights a visitor spends in various places and according to whether or not commercial accommodation was used in each overnight stop.

For more details on how Ontario manipulates the data base, please write to the address below to obtain the technical appendix.

To aid the reader, a glossary of terms used throughout this report is appended. For more information on this publication please contact:

Ontario Ministry of Economic Development, Trade and Tourism
Tourism Policy Branch
Economic Planning and Research
77 Bloor Street West, 9th Floor
Toronto, Ontario, Canada
M7A 2R9

☎ : (416) 314-7321
Fax: (416) 314-7341

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# AN OVERVIEW OF WINDSOR'S TOURISM MARKETS - 1994

## A. Domestic Travel to Windsor

In 1994, 82 million person trips taken by Canadians were either destined to Ontario or spent some nights in the province on their way to other places in Canada, the USA, or overseas. Of those, 81 million person trips had a destination in Ontario, of which 1.5% (1.2 million) had Windsor as their main destination.

The total number of travellers from Canadian provinces other than Ontario, who visited Windsor, was approximately 13,000. They primarily came to visit friends and relatives (78%), and spent a total of $2.6 million (approximately $200 per person trip). Given the small sample size of visitors from other Canadian provinces to Windsor, the remainder of this section will focus on visitors with an Ontario origin.

Windsor received 1.6% of trips which originated in Ontario and took the visitor at least 40 km one-way away from home.

The automobile was the primary mode of transport for trips with a Windsor destination (93.4%), primarily because this is the main mode of transportation used by Ontario residents to travel around the province.

Of trips that originated in Ontario and were destined for Windsor, the number of overnight trips (592,000) and those which began and ended on the same day (603,000) were about the same.

Travel to Windsor was more heavily concentrated in the summer (30.6%) and autumn (30.4%), than it was in the other seasons (winter, 18.8%; spring, 20.2%).

Almost the same number of domestic person trips with a Windsor destination were motivated by visiting friends and relatives (30.3%) and for pleasure reasons (29.5%). Business trips accounted for 26.5%, and trips that were motivated by personal reasons accounted for 13.6%.

Overall, a typical domestic visitor that had a Windsor destination stayed 1.40 nights, travelled 218 kms one-way away from home and did so in groups that had an average household party size of 1.44 persons. On the other hand, the typical overnight visitor stayed 2.83 nights, travelled 296 kms one-way away from home and did so in groups that had an average party size of 1.54 persons.

The majority of domestic same-day visitors to Windsor came from the London area (10%), with Windsor ranking second (4.8%) and Oshawa third (4.4%).

In the domestic overnight market, Toronto (22.1%), Hamilton (16.3%) and London (12.5%) generated the largest number of visitors to Windsor, as far as specific cities are concerned. Hamilton (43.5%) and Toronto (42.9%) accounted for the largest share of the overnight domestic business travel market.

Of the Ontario households that had Windsor as their destination, 88.6% were comprised of adults only. Approximately 131,000 children under the age of 15 accompanied in the remaining 11% of household trips to Windsor.

Of the Ontario households travelling to Windsor, 27.0% had a household income of over $60,000. Over one-third (36.6%) had an age between 25 to 44, and 23.5% between 45 to 64. At least 44% of travellers to Windsor possessed a post-secondary diploma/certificate or a university degree.

The homes of friends and/or relatives accounted for 55.1% of the domestic household nights spent in Windsor, followed by Motels (23.8%) and Hotels (15.2%). Almost two in five overnight trips (39.3%) that had Windsor as a destination used some form of commercial accommodation during their trip.

The most popular activities that domestic visitors to Windsor engaged in while on their trip were: visiting friends and relatives (40.8%), shopping (23.4%) and dining at high quality restaurants (12.5%).

Ontario residents engaging in tourism activity spent a total of $126 million in Windsor. $29 million (23% of total spending) was spent by residents of Windsor while travelling to destinations outside the city.

On average, domestic visitors who had Windsor as a destination (i.e. excluding Windsorites destined to regions outside the city) spent $19 on a same day visit to the city, while overnight visitors spent $144.

When compared to average expenditure for domestic tourists in Ontario, a same-day visitor spent less in Windsor ($19 in Windsor vs. $60 in Ontario), and overnight visitors spent more than the provincial average ($144 in Windsor vs. $105 in Ontario).

Of the total domestic expenditures incurred in Windsor ($126 million), 30% went to private transportation (2% - vehicle rental, 28% - garages and gasoline stations), 21% to food and beverage services (20% - restaurants and bars, 1% - grocery stores), 14% to public transportation (all of which was spent by local residents for vacations outside of Windsor), 14% to clothing and other retail stores, 14% to accommodation establishments, 6% to firms engaged in entertainment and recreation, and less than 1% to local transportation.

When the transportation expenditures (public and private) of Windsor residents travelling to destinations outside Windsor are removed, the share of public transportation falls from 19% to zero and the share of restaurants & bars expenditures increases from 21% to 28%, and of clothing/retail and accommodation establishments from 14% to 18%, making these sub-sectors the largest recipients of domestic in-bound tourists' expenditures.

Ontario residents spent on average $81 (per visitor) when visiting Windsor. It should be noted that expenditures on public transportation for trips originating outside Ontario do not accrue to the province and as such the above figures do not represent average trip costs, but rather average spending accrued to Windsor.

**Chart 1**: Trips With A Windsor Destination: Average Spending Per Visitor, By Origin, Main Purpose & Length of Stay

| Main Purpose | Visitors from Ontario |
|---|---|
| **Pleasure** | |
| Same Day | $ 25 |
| Overnight | $ 115 |
| **Business** | |
| Same Day | $ 20 |
| Overnight | $ 309 |
| **VFR** | |
| Same Day | $ 18 |
| Overnight | |
| **Personal** | |
| Same Day | $5 |
| Overnight | $31 |

For all origin groups, the most lucrative market segment, in terms of average expenditure, was the overnight business traveller, followed by the overnight pleasure traveller.

## B. U.S.A. Travel to Windsor

During 1994, a total of 34.8 million Americans visited Canada and of these, 12.5 million stayed overnight. The latter figure accounts for 25.8% of the total U.S. international travel[1].

Of the 34.8 million American visitors to Canada, 68% or 23.7 million, visited Ontario. Of the latter, over a quarter (6.3 million) visited Windsor. Of the Americans visiting Windsor, 94% (5.9 million) were same-day visitors, with the balance staying overnight (0.37 million).

In Ontario, Windsor was second to Niagara Region in total American visitors and same-day U.S. visitors.

Michigan generated the largest share of total visitation to Windsor (86%), followed by New York (1.6%). Michigan also generated the majority of same day travel to Windsor (88%).

A typical American traveller visiting Windsor stayed 0.10 night and did so in groups that had an average travelling party size of 2.04 persons. On the other hand, the typical overnight visitor stayed for 1.75 nights and did so in groups that had an average party size of 1.87 persons.

The automobile was the dominant form of transportation used to visit Windsor (99.3% of the visitors), while "other" means of transportation and bus accounted for 0.8% and 0.4% respectively.

The highest incidence of travel was realized during the summer calendar quarter (33.6%), followed by spring (25.8%), autumn (25.4%) and winter (15.3%).

Personal reasons was the primary motivation of trips for 43.3% of the travellers, followed by pleasure (31.2%), visiting friends and relatives (19.0%) and business/conventions (6.5%).

Hotels accounted for 26.0% of the total U.S. party-nights spent in the Windsor, followed by the homes of friends and/or relatives (22.9%) and unspecified non-commercial accommodations (14.8%). Commercial accommodations were used on more than half (52.3%) of the trips to the city.

Shopping was the most popular activity engaged in by U.S. visitors to Windsor (48.2%). The next most popular activities were: visiting friends and relative (39.7%), sightseeing (39.5%), dining at high quality restaurants (37.1%), and nightlife/entertainment (35.7%)[2].

Of the travelling parties that visited Windsor, 92% were comprised of adults only. The incidence of adults travelling with children under the age of 15 was 8%. Most of the travelling parties visiting Windsor had a party size of either one (42.1%) or two (34.1%) persons.

Of the parties travelling to Windsor, 31.6% were within the age group 25 to 44, and 39.7% between 45 to 64. Visitors over the age of 65 comprised 15.0% of all U.S. travellers visiting Windsor.

Americans spent a total of $2,795 million in Ontario, of which 13% ($362 million) was spent in Windsor. Spending on trips which had Ontario as the main destination totalled $360 million and on those with a Windsor visit, but main destination outside Ontario, or no main destination in Canada, $1.8 million. Expenditures by same-day visitors accounted for 85.8% ($310.5 million) of total expenditure.

Of the total U.S. expenditure in Windsor ($362 million), 33.9% was spent on food and beverage services, 26.7% on recreation and entertainment, 24.7% on retail purchases, 10.5% on auto transportation (gasoline, garage and rental), and 3.4% was on accommodation.

Pleasure trips accounted for the highest proportion of total U.S. overnight spending in Windsor (53.6%), followed by business/convention (22.7%), visiting friends and/or relatives (13.1%) and other purposes (10.5%).

Those Americans visiting Windsor for one day or less had an average expenditure of $52 per person visit, whereas those who stayed overnight spent $135 per person visit. The overall average (any length of stay) was $57 per person visit.

When compared to the average expenditures of U.S. tourists in Ontario, same-day and overnight visitors spent less ($52 in Windsor vs. $60 in Ontario, and $135 in Windsor vs. $293 in Ontario, respectively) in Windsor than the provincial average.

Visitors were asked to rate various aspects of their stay in Canada relative to the United States. Under all categories, with the exception of "value for money", the majority of U.S. visitors rated these services as essentially the same as those offered in the United States.

**Chart 2**: Rating of Various Services in Canada in Comparison to Home Country

| | |
|---|---|
| **Transportation Services** | |
| *Better* | *43.9%* |
| *Same* | *53.1%* |
| *Not as Good* | *3.0%* |
| **Accommodation Services** | |
| *Better* | *15.5%* |
| *Same* | *80.5%* |
| *Not as Good* | *4.0%* |
| **Hospitality of Local People** | |
| *Better* | *38.5%* |
| *Same* | *58.8%* |
| *Not as Good* | *2.7%* |
| **Value for Money** | |
| *Better* | *49.4%* |
| *Same* | *17.6%* |
| *Not as Good* | *33.0%* |
| **Variety of Things to See and Do** | |
| *Better* | *19.3%* |
| *Same* | *72.8%* |
| *Not as Good* | *7.9%* |

## C. Overseas Travel to Windsor

During 1994, a total of 3.792 million overseas residents visited Canada and of these, 3.429 million stayed overnight. The latter figure accounts for 90.4% of the total number of overseas residents travel to Canada[3].

Of the 3.292 million overseas visitors to Canada, 2.183 million visited Ontario. Of this total, 1.6% (36,000) visited Windsor.

The average length of stay of all overseas visitors to Windsor was 2.04 nights. For those visitors who stayed overnight, the average length of stay was 3.05 nights.

Travel parties were comprised primarily of adults (aged 25 to 54), with an average party size of 1.72 visitors, while the travel parties which stayed in the Windsor area overnight, had an average party size of 2.08 visitors. The primary purpose for overseas visits to Windsor was to see friends or relatives (56.5%).

Overseas residents spent a total $7.8 million in Windsor, with (in descending order) retail stores, food and beverage services, accommodations and recreation/entertainment being the primary recipients of these funds.

Those visiting Windsor for one day or less had an average expenditure of $69 per person trip, whereas those who stayed overnight averaged $302. The overall average (any length of stay) was $205 per person visit.

# GLOSSARY

**ACCOMMODATION TYPE** refers to the type(s) of accommodation used on the trip.

***Commercial* accommodation**: hotel, motel, bed & breakfast, resort/lodge, camping or trailer park, commercial cottage or cabin.

***Non-Commercial* accommodation**: home of friends or relatives, private cottage or vacation home.

***Other* accommodation** is a separate category in the CTS questionnaire, and includes dormitories, hostels, sleeping berths on trains and boats, etc. In many tabulations of the 1994 CTS, accommodation type "not stated" records have been combined with *other*.

***Any commercial accommodation*** is a term used to capture accommodation type for data tabulated on a person trip base. Trips are assigned to specific types of accommodation according to details provided by the respondent. A trip that has hotel as the only form of accommodation is referred to as a "hotel only" trip. Similarly, a trip that has only motel nights listed is referred to as a "motel only" trip. Trips that have two or more forms of *commercial* accommodation listed are referred to as *multiple commercial*. *Any commercial* refers to trips on which a respondent reported utilising any form of commercial accommodation. The term includes all individual and multiple commercial accommodation types.

***Multiple mixed (commercial and non-commercial)*** is used to describe trips that utilise both commercial and non-commercial accommodation.

***Any non-commercial accommodation*** is analogous to *any commercial accommodation*, and is used for trips reporting staying with friends and relatives and/or in private cottage or vacation home (see above).

**ACTIVITIES ON TRIP.** For each trip, domestic respondents were asked to indicate whether they participated in any of fifteen activities (aided measure). If they indicated that they *participated in sports or outdoor activities* they were asked to volunteer the specific sports or outdoor activities (unaided measure). Coded categories for this unaided measure included swimming, other water-based activities, golfing, hunting, fishing, bird or wildlife viewing, cross country skiing, downhill skiing, snowmobiling, walking or hiking, cycling and other.

The international questionnaire is self-completed and has fewer activities than the domestic questionnaire.

The activity could have occurred at any location on the trip (destination, location of overnight stop, or en route) since activity data are not captured on a location-specific basis.

**DESTINATION OF TRIP.** The location – city/town and province (Canada) or city/state (USA) or country (other countries) – volunteered by the respondent as the *destination* of the trip. If multiple destinations are named (e.g., a touring trip), interviewers are instructed to record the location that is *furthest* from the respondent's home.

International visitors to Canada are asked to complete two types of questionnaires. A short

version that is given only to the same day visitors from the US that enter Canada by car, and a long version that is given to other visitors. The short questionnaire asks for the destination of the trip, but not the long questionnaire. Ontario's tables indicate that a trip had the province as a destination only if the number of nights spent in Ontario is equal or greater to 50% + 1 night spent on the entire trip. For same day trips (other than those from the short form), if Ontario is the port of entry then it is also considered the destination of the trip.

**EXPENDITURES ON TRIP.** All dollars spent by all household members who went on the trip. For reasons of national accounting practices, most tabulations provided for the 1994 CTS exclude *public transport* expenditures spent on trips with a destination outside of Canada. Figures from the International Travel Study (ITS) are generally used to estimate public transport spending for trips that originate in Canada but are destined outside the country.

**EXPENDITURES IN ONTARIO**. Expenditures on the trip are assigned by Statistics Canada to provinces of origin, destination, and location of overnight stops according to pre-set rules. All dollars assigned to Ontario on the basis of these rules were re-assigned to municipalities, as either "origin" dollars or "destination" dollars, depending on how the dollars were assigned by Statistics Canada and whether the trip began and ended within the same municipality.

International expenditures are allocated to Ontario by MEDTT using rules similar to those applied in the domestic survey.

**HOUSEHOLD TRIP.** A single qualifying trip reported by the selected adult respondent in the household, regardless of the number of household members who went on the trip. Household members must be related. An "adult" is defined as an individual fifteen years of age or over

**MODE OF TRANSPORT.** In the CTS, it is the mode of transport used to travel the *greatest distance* on the trip. Only one mode of transport per trip is recorded.

The ITS records two types of transport used: a) to enter Canada and b) while in Canada. *Other* transport includes pedestrian, motorcycle and bicycle. Due to multiple responses on the mode of transport while in Canada (i.e. a respondent could have used multiple transportation modes), the numbers of the various modes used add up to more than 100%.

**PARTY TRIP.** A single qualifying trip reported by the selected adult respondent in the travelling party, regardless of the number of persons who went on the trip. Party members need not be related. An "adult" is defined as an individual fifteen years of age or over.

**PERSON NIGHTS.** Total person trips times the number of nights spent on the trip/in a specified location on the trip.

**PERSON TRIPS.** The reported qualifying trip times the total number of household members who went on the trip (all ages).

**PERSON VISIT.** A person making one visit to a municipality.

**PURPOSE OF TRIP (MAIN).** Under the ITS, the main reasons for the trip to Canada include the following categories:

*Pleasure*: includes vacation, visiting second home, attend events/attractions and shopping.
*Business*: includes attending a meeting, convention, commuting to work and other work.
*Visiting Friends and Relatives*: includes visiting friends and relatives.
*Other*: includes personal, in transit, educational study and other.

Since commuting to work and educational study are not part of the definition of a visitor according to the World Tourism Organisation, the tables of this report identify this group of visitors as *Excluded by WTO*.

**QUALIFYING TRIP.** In the CTS, a *qualifying trip* is defined as travel from the usual place of residence to a location any distance away from it, if an overnight trip; and at least 40 km (one-way) away, if a same-day trip, for any purpose other than as a member of an operating crew of a bus, plane, truck, etc.; commuting to work or school; and/or moving to a new residence. The minimum distance criterion of 40 km applies only to same-day trips that originate in Ontario. In all other provinces, the minimum distance for a same-day trip is 80 km.

**RESPONDENT.** For the CTS a randomly selected individual in the sampled household (from the Statistics Canada Labour Force Survey sampling frame) who is at least 15 years of age.

For the ITS, a randomly selected individual at the point of entry to Canada.

**WINDSOR.** Windsor consists of Census Metropolitan Area 559.

**SAMPLE SIZE.** The data presented in this report are based on the following respondents:

| SAMPLE SIZE FOR PERSON TRIPS/VISITS AND HOUSEHOLD/PARTY TRIPS FOR EACH TRAVEL GROUP TO WINDSOR | |
|---|---|
| **ONTARIO** | |
| Number of completed questionnaires with Windsor as a visit | 227 |
| **OTHER CANADA** | |
| Number of completed questionnaires with Windsor as a visit | 10 |
| **U.S.A.** | |
| Number of completed questionnaires with Windsor as a visit | 391 |
| **OVERSEAS** | |
| Number of completed questionnaires with Windsor as a visit | 83 |

## Endnotes

1 Source: World Tourism Organization.

2 Due to multiple response, sub-totals add to more than 100%. The average number of activities participated in during the trip was 3.

3 Source: World Tourism Organization.

# Appendix I:

# Detailed Tabulations

**TABLE 1**
**PERSON TRIPS/VISITS TO WINDSOR (CMA)**
**By Quarter, Main Purpose, Origin and Length of Stay**
**('000)**

**Year: 1994**

| | QUARTER I | QUARTER II | QUARTER III | QUARTER IV | TOTAL |
|---|---|---|---|---|---|
| **TOTAL PERSON TRIPS** | 1,194 | 1,886 | 2,487 | 1,972 | 7,538 |
| | 15.8% | 25.0% | 33.0% | 26.2% | 100.0% |
| **ORIGIN OF VISITORS** | | | | | |
| **Ontario** | 225 | 241 | 366 | 364 | 1,195 |
| | 18.8% | 12.8% | 14.7% | 18.4% | 15.9% |
| **Other Canada#** | 1 | 7 | 3 | 2 | 13 |
| | 0.1% | 0.4% | 0.1% | 0.1% | 0.2% |
| **U.S.A.** | 963 | 1,622 | 2,112 | 1,598 | 6,294 |
| | 80.7% | 86.0% | 84.9% | 81.0% | 83.5% |
| **Other Countries#** | 5 | 16 | 6 | 9 | 36 |
| | 0.4% | 0.8% | 0.2% | 0.5% | 0.5% |
| **MAIN PURPOSE OF TRIP** | | | | | |
| **Visit Friends & Relatives** | 246 | 332 | 531 | 476 | 1,585 |
| | 20.6% | 17.6% | 21.4% | 24.1% | 21.0% |
| **Pleasure** | 208 | 746 | 921 | 454 | 2,329 |
| | 17.4% | 39.6% | 37.0% | 23.0% | 30.9% |
| **Business/Convention** | 241 | 182 | 76 | 233 | 732 |
| | 20.2% | 9.7% | 3.1% | 11.8% | 9.7% |
| **Personal/Not Stated** | 497 | 625 | 960 | 811 | 2,893 |
| | 41.6% | 33.1% | 38.6% | 41.1% | 38.4% |
| **LENGTH OF STAY** | | | | | |
| **Same Day** | 1,089 | 1,599 | 2,192 | 1,669 | 6,549 |
| | 91.2% | 84.8% | 88.1% | 84.6% | 86.9% |
| **Overnight** | 104 | 286 | 295 | 304 | 990 |
| | 8.7% | 15.2% | 11.9% | 15.4% | 13.1% |

# - These numbers are not statistically reliable given small sample size.

**TABLE 2**
**PERSON TRIPS/VISITS TO WINDSOR (CMA)**
**By Origin, Main Purpose, Length of Stay, and Party Size**

**Year: 1994**

| | Ontario | | Other Canada* | | U.S.A. | | Other Countries* | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| | 000's | Share | 000's | Share | 000's | Share | 000's | Share | 000's | Share |
| **MAIN PURPOSE OF TRIP** | | | | | | | | | | |
| Visit Friends & Relatives | 362 | 30.3% | 10 | 77.9% | 1,193 | 19.0% | 21 | 56.5% | 1,586 | 21.0% |
| Pleasure | 354 | 29.6% | 1 | 8.6% | 1,963 | 31.2% | 11 | 29.1% | 2,329 | 30.9% |
| Business/Convention | 317 | 26.5% | . | . | 412 | 6.5% | 5 | 12.9% | 734 | 9.7% |
| Personal | 163 | 13.6% | 2 | 13.6% | 2,726 | 43.3% | 1 | 1.6% | 2,891 | 38.4% |
| TOTAL | 1,195 | 100.0% | 13 | 100.0% | 6,294 | 100.0% | 36 | 100.0% | 7,539 | 100.0% |
| **LENGTH OF STAY** | | | | | | | | | | |
| Same Day | 603 | 50.4% | 4 | 31.8% | 5,928 | 94.2% | 15 | 41.0% | 6,550 | 86.9% |
| 1 Night | 154 | 12.9% | . | . | 254 | 4.0% | 7 | 20.1% | 415 | 5.5% |
| 2 Nights | 249 | 20.8% | . | . | 38 | 0.6% | 10 | 26.5% | 297 | 3.9% |
| 3 Nights | 76 | 6.4% | . | . | 21 | 0.3% | 1 | 4.0% | 98 | 1.3% |
| 4 Nights | 50 | 4.2% | 3 | 22.7% | 36 | 0.6% | 1 | 1.9% | 90 | 1.2% |
| 5 Nights | 5 | 0.4% | . | . | 2 | 0.0% | 1 | 1.7% | 8 | 0.1% |
| 6-9 Nights | 41 | 3.4% | 2 | 15.2% | 14 | 0.2% | 0 | 0.5% | 57 | 0.8% |
| 10-16 Nights | 17 | 1.4% | 4 | 30.3% | 1 | 0.0% | 1 | 1.8% | 23 | 0.3% |
| 17+ Nights | 1 | 0.0% | . | . | . | . | 1 | 2.4% | 1 | 0.0% |
| TOTAL | 1,195 | 100.0% | 13 | 100.0% | 6,294 | 100.0% | 36 | 100.0% | 7,539 | 100.0% |
| **Average Length of Stay** | | | | | | | | | | |
| All Trips | 1.40 Nights | | 5.98 Nights | | 0.10 Nights | | 2.04 Nights | | 0.33 Nights | |
| Overnight Trips | 2.83 Nights | | 8.78 Nights | | 1.75 Nights | | 3.45 Nights | | 2.48 Nights | |
| **PARTY SIZE (Household/Party Trips)*** | | | | | | | | | | |
| One | 610 | 73.3% | 8 | 74.5% | 1,300 | 42.1% | 13 | 60.3% | 1,930 | 48.9% |
| Two | 132 | 15.9% | 3 | 25.5% | 1,052 | 34.1% | 4 | 18.3% | 1,190 | 30.1% |
| Three | 42 | 5.0% | . | . | 360 | 11.7% | 3 | 12.8% | 405 | 10.2% |
| Four | 42 | 5.0% | . | . | 216 | 7.0% | 1 | 6.8% | 259 | 6.6% |
| Five+ | 6 | 0.7% | . | . | 160 | 5.2% | 0 | 1.9% | 166 | 4.2% |
| TOTAL | 832 | 100.0% | 10 | 100.0% | 3,088 | 100.0% | 21 | 100.0% | 3,951 | 100.0% |
| Same-day | 448 | 53.9% | 2 | 19.6% | . | . | 10 | 48.7% | 461 | 11.7% |
| Overnight | 384 | 46.1% | 8 | 80.4% | . | . | 11 | 51.3% | 403 | 10.2% |
| **TRAVEL PARTY COMPOSITION (Household/Party Trips)*** | | | | | | | | | | |
| **Adults Only** | | | | | | | | | | |
| One | 610 | 82.7% | 8 | 94.7% | 58 | 34.7% | 12 | 64.3% | 688 | 73.9% |
| Two | 119 | 16.2% | 0 | 5.3% | 93 | 55.6% | 4 | 20.1% | 217 | 23.3% |
| Three | 2 | 0.3% | . | . | 3 | 1.8% | 2 | 10.2% | 7 | 0.7% |
| Four+ | 6 | 0.8% | . | . | 13 | 7.8% | 1 | 2.8% | 20 | 2.1% |
| TOTAL | 737 | 100.0% | 8 | 100.0% | 168 | 100.0% | 18 | 100.0% | 931 | 100.0% |
| Same-day | 412 | 55.9% | 0 | . | 5 | 3.0% | 10 | 55.6% | 427 | 45.8% |
| Overnight | 325 | 44.1% | 8 | 100.0% | 163 | 97.0% | 8 | 44.4% | 505 | 54.2% |
| **Adults with Children** | | | | | | | | | | |
| One + Children | 16 | 16.8% | 2 | 100.0% | 9 | 62.5% | 0 | . | 27 | 24.3% |
| Two + Children | 67 | 70.7% | . | . | 1 | 8.6% | 0 | 60.2% | 68 | 61.1% |
| Three + Children | 12 | 12.5% | . | . | 4 | 28.9% | 0 | 39.8% | 16 | 14.6% |
| TOTAL | 94 | 100.0% | 2 | 100.0% | 15 | 100.0% | 0 | 100.0% | 112 | 100.0% |
| Same-day | 36 | 38.5% | 2 | 100.0% | 0 | 2.7% | 0 | 49.0% | 39 | 34.8% |
| Overnight | 58 | 61.5% | 0 | . | 15 | 97.3% | 0 | 51.0% | 73 | 65.2% |
| **Average Party Size** | | | | | | | | | | |
| All Trips | 1.44 Visitors | | 1.44 Visitors | | 2.04 Visitors | | 1.72 Visitors | | 1.91 Visitors | |
| Same Day Trips | 1.35 Visitors | | 1.35 Visitors | | 2.05 Visitors | | 1.37 Visitors | | 1.35 Visitors | |
| Overnight Trips | 1.54 Visitors | | 1.06 Visitors | | 1.87 Visitors | | 2.08 Visitors | | 1.54 Visitors | |

* Overseas and U.S. visitors are surveyed on a travelling party basis, while domestic travellers are surveyed on a household basis.

# - These numbers are not statistically reliable given small sample size.

**TABLE 3**
**PERSON TRIPS/VISITS TO WINDSOR (CMA)**
**By Origin, Distance Travelled and Transportation Mode**

**Year: 1994**

| | Ontario | | Other Canada# | | U.S.A.* | | Other Countries*# | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| | 000's | Share | 000's | Share | 000's | Share | 000's | Share | 000's | Share |
| **DISTANCE TRAVELLED** | | | | | | | | | | |
| Under 40 kms | 1 | 0.1% | | - | N/A | - | N/A | - | 1 | 0.1% |
| 40-79 kms | 256 | 21.4% | | - | N/A | - | N/A | - | 256 | 21.2% |
| 80-159 kms | 172 | 14.4% | | - | N/A | - | N/A | - | 172 | 14.3% |
| 160-319 kms | 483 | 40.4% | 5 | 39.2% | N/A | - | N/A | - | 488 | 40.4% |
| 320+ kms | 282 | 23.6% | 8 | 60.8% | N/A | - | N/A | - | 290 | 24.0% |
| Not Stated | | - | | - | N/A | - | N/A | - | 0 | - |
| TOTAL | 1,195 | 100.0% | 13 | 100.0% | 0 | - | 0 | - | 1,208 | 100.0% |
| **Average Distance Travelled** | | | | | | | | | | |
| All Trips | 217.8 kms | | 1,862.3 kms | | N/A kms | | N/A kms | | 235.5 kms | |
| Same Day | 140.8 kms | | 198.6 kms | | N/A kms | | N/A kms | | 141.2 kms | |
| Overnight | 296.1 kms | | 2,665.1 kms | | N/A kms | | N/A kms | | 330.8 kms | |
| **PRIMARY MODE OF TRANSPORTATION WHILE IN CANADA** | | | | | | | | | | |
| Auto | 1,116 | 93.4% | 6 | 44.0% | 6,252 | 99.3% | 30 | 83.1% | 7,403 | 97.2% |
| Air | | - | 7 | 56.0% | 4 | 0.1% | 3 | 8.2% | 14 | 0.2% |
| Bus | 27 | 2.3% | | - | 26 | 0.4% | 4 | 11.9% | 57 | 0.8% |
| Rail | 49 | 4.1% | | - | 8 | 0.1% | 1 | 4.0% | 59 | 0.8% |
| Boat | | - | | - | 1 | 0.0% | 1 | 2.7% | 2 | 0.0% |
| Other | 3 | 0.3% | | - | 49 | 0.8% | 3 | 6.9% | 55 | 0.7% |
| Not Stated | | - | | - | 23 | 0.4% | 5 | 14.5% | 28 | 0.4% |
| TOTAL | 1,195 | 100.0% | 13 | 100.0% | 6,294 | 100.0% | 36 | 100.0% | 7,618 | 100.0% |

N/A - Question not asked.

* - Totals exceed number of visitors due to multiple types of transportation used.

\# - These numbers are not statistically reliable given small sample size.

**TABLE 4**
**PERSON TRIPS/VISITS TO WINDSOR (CMA)**
**Activities Visitors Participated In During Their Trip*, By Origin**

**Year: 1994**

| Activity | Ontario | | Other Canada# | | U.S.A. | | Other Canada# | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| | 000's | Share | 000's | Share | 000's | Share | 000's | Share | 000's | Share |
| **Total Person Trips** | 1,195 | 154.7% | 13 | 353.8% | 374 | 309.3% | 36 | 313.3% | 1618.2 | 195.6% |
| **Visit Friends or Relatives** | 488 | 40.8% | 13 | 100.0% | 148 | 39.7% | 15 | 40.1% | 664 | 41.0% |
| **Attend Festival or Fair** | 34 | 2.8% | 3 | 23.1% | 40 | 10.8% | 4 | 9.9% | 81 | 5.0% |
| **Attend Cultural Events** | 27 | 2.3% | 0 | 0.0% | 41 | 10.9% | 8 | 23.3% | 76 | 4.7% |
| **Attend Sports Events** | 105 | 8.8% | 0 | 0.0% | 39 | 10.5% | 8 | 23.0% | 153 | 9.4% |
| **Shopping** | 280 | 23.4% | 9 | 69.2% | 180 | 48.2% | 23 | 62.2% | 492 | 30.4% |
| **Sightseeing** | 105 | 8.8% | 6 | 46.2% | 148 | 39.5% | 15 | 42.7% | 274 | 16.9% |
| **Nightlife/Entertainment** | 115 | 9.7% | 3 | 23.1% | 134 | 35.7% | 4 | 11.1% | 256 | 15.8% |
| **Dining at High Quality Restaurants** | 150 | 12.5% | 3 | 23.1% | 139 | 37.1% | 9 | 23.7% | 300 | 18.5% |
| **Visiting a Theme Park** | 0 | 0.0% | 0 | 0.0% | 5 | 1.2% | 3 | 7.9% | 7 | 0.5% |
| **Visit Zoo/Museum/ Natural Display** | 27 | 2.3% | 6 | 46.2% | 48 | 12.9% | 7 | 20.4% | 89 | 5.5% |
| **Visit a National/Provincial/ Municipal Park/Historic Site** | 24 | 2.0% | 3 | 23.1% | 69 | 18.4% | 10 | 28.7% | 106 | 6.5% |
| **Participate in Sports/ Outdoor Activities** | 130 | 10.9% | 0 | 0.0% | 108 | 28.8% | 5 | 12.5% | 242 | 15.0% |
| **Swimming** | 48 | 4.0% | - | - | 63 | 16.8% | 3 | 8.3% | 114 | 7.0% |
| **Other Water Sports** | 4 | 0.3% | - | - | - | - | 1 | 1.8% | 5 | 0.3% |
| **Golfing** | 20 | 1.7% | - | - | N/A | - | N/A | - | 20 | 1.2% |
| **Hunting or Fishing** | - | - | - | - | 0 | 0.1% | 0 | 0.5% | 0 | 0.0% |
| **Cross-Country Skiing** | - | - | - | - | - | - | - | - | - | - |
| **Down Hill Skiing** | - | - | - | - | - | - | - | - | - | - |
| **Other Sports/Outdoor Activities** | 107 | 9.0% | - | - | 41 | 11.1% | 2 | 6.2% | 151 | 9.3% |
| **Other** | 0 | 0.0% | 0 | 0.0% | 39 | 10.4% | 1 | 3.0% | 40 | 2.5% |
| **None of the Above** | 364 | 30.5% | 0 | 0.0% | 19 | 5.1% | 2 | 4.9% | 385 | 23.8% |

*** - Percentages do not add up to 100% because a person can participate in more than one activity**

\# - These numbers are not statistically reliable given small sample size.

**TABLE 5**
**PERSON TRIPS/VISITS TO WINDSOR (CMA)**
**Types of Accommodation Used (Overnight Trips Only)**

**Year: 1994**

| Accommodation Type* | Ontario | | Other Canada# | | U.S.A. | | Other Canada# | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| | 000's | Share | 000's | Share | 000's | Share | 000's | Share | 000's | Share |
| Total Person Trips/Visits | 592 | 100.0% | 9 | 100.0% | 366 | 100.0% | 21 | 100.0% | 988 | 100.0% |
| Only Hotel | 90 | 15.2% | | - | 95 | 26.0% | 3 | 12.0% | 188 | 19.0% |
| Only Motel | 141 | 23.8% | | - | 47 | 12.9% | 6 | 30.0% | 195 | 19.7% |
| Only Bed & Breakfast | | - | | - | | - | | - | - | - |
| Only Resort or Lodge | | - | | - | | - | | - | - | - |
| Only Camping or Trailer Park | | - | | - | 7 | 1.8% | | - | 7 | 0.7% |
| Only Home of Friend Or Relative | 327 | 55.1% | 9 | 100.0% | 84 | 22.9% | 11 | 52.9% | 431 | 43.6% |
| Only Private Cottage Or Vacation Home | 6 | 1.0% | | - | 17 | 4.7% | | - | 23 | 2.3% |
| Only Commercial Cottage Or Cabin | 2 | 0.3% | | - | 14 | 3.8% | | - | 16 | 1.6% |
| Only Other Accommodation | 1 | 0.2% | | - | 19 | 5.2% | 0 | 1.0% | 20 | 2.0% |
| Multiple Commercial Only | | - | | - | | - | | - | - | - |
| Multiple Non-Commercial Only | | - | | - | | - | | - | - | - |
| Multiple Mixed Only - Commercial & Non-Commecial | 13 | 2.2% | | - | | - | | - | 13 | 1.3% |
| Commercial Unspecified | | - | | - | 29 | 7.8% | 0 | 0.8% | 29 | 2.9% |
| Non-Commercial Unspecified | | - | | - | 54 | 14.8% | 1 | 3.6% | 55 | 5.5% |
| Not Stated | 13 | 2.2% | | - | | - | | - | 13 | 1.3% |
| ANY COMMERCIAL | 233 | 39.3% | - | - | 191 | 52.3% | 9 | 42.8% | 433 | 43.8% |
| ANY NON-COMMERCIAL | 333 | 56.1% | 9 | 100.0% | 155 | 42.3% | | - | 497 | 50.2% |

* - "Only" in each category applies to Ontario and Other Canada only.

\# - These numbers are not statistically reliable given small sample size.

**TABLE 6**
**HOUSEHOLD/PARTY TRIPS TO WINDSOR (CMA)**
**Household Income of Visitors (000's)**

**Year: 1994**

| Income Group | Ontario | | Other Canada# | | U.S.A. | | Other Canada# | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| | 000's | Share | 000's | Share | 000's | Share | 000's | Share | 000's | Share |
| **Total Household Trips** | 832 | 100.0% | 10 | 100.0% | | - | | - | 842 | 100.0% |
| **Under $20,000** | 33 | 4.0% | 3 | 30.0% | N/A | - | N/A | - | 36 | 4.3% |
| **$20,000-$39,999** | 121 | 14.6% | 3 | 30.0% | N/A | - | N/A | - | 124 | 14.7% |
| **$40,000-$59,999** | 235 | 28.3% | 2 | 20.0% | N/A | - | N/A | - | 237 | 28.2% |
| **$60,000-$79,999** | 147 | 17.7% | 0 | 0.0% | N/A | - | N/A | - | 147 | 17.5% |
| **$80,000 and over** | 77 | 9.3% | 0 | 0.0% | N/A | - | N/A | - | 77 | 9.2% |
| **Not Stated** | 218 | 26.2% | 2 | 20.0% | N/A | - | N/A | - | 220 | 26.2% |
| **Under $20,000** | 33 | 4.0% | 3 | 30.0% | N/A | - | N/A | - | 36 | 4.3% |
| **$20,000-$59,999** | 356 | 42.8% | 5 | 50.0% | N/A | - | N/A | - | 361 | 42.9% |
| **$60,000 and over** | 224 | 27.0% | 0 | 0.0% | N/A | - | N/A | - | 224 | 26.6% |

**N/A - Question not asked.**

**#** - These numbers are not statistically reliable given small sample size.

**TABLE 7**
**PERSON TRIPS/VISITS TO WINDSOR (CMA)**
**Respodent's Age (000's)**

**Year: 1994**

| Age Group | Ontario | | Other Canada[#] | | U.S.A. | | Other Canada[#] | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| | 000's | Share | 000's | Share | 000's | Share | 000's | Share | 000's | Share |
| **Total Person Trips/Visits** | 1,195 | 100.0% | 13 | 100.0% | 6,294 | 100.0% | 36 | 100.0% | 7539 | 173.2% |
| **Question Not Asked** | | - | | - | 5,920 | 94.1% | | - | 5,920 | 78.5% |
| **Not Stated** | | | | | 26 | 0.4% | 6 | 17.5% | 32 | 0.4% |
| **% Based on Total Responding** | | | | | | | | | | |
| **Under 15** | 131 | 11.0% | 3 | 21.6% | 16 | 4.6% | 1 | 3.8% | 151 | 9.5% |
| **15-19 Years** | 182 | 15.2% | 0 | 0.0% | 14 | 4.0% | 1 | 2.0% | 197 | 12.4% |
| **20-24 Years** | 102 | 8.5% | 0 | 0.0% | 17 | 4.9% | 1 | 3.5% | 120 | 7.6% |
| **25-34 Years** | 221 | 18.5% | 3 | 21.6% | 26 | 7.5% | 9 | 28.8% | 259 | 16.3% |
| **35-44 Years** | 216 | 18.1% | 2 | 14.2% | 84 | 24.1% | 8 | 28.2% | 310 | 19.6% |
| **45-54 Years** | 174 | 14.6% | 0 | 0.0% | 58 | 16.6% | 6 | 20.6% | 238 | 15.0% |
| **55-64 Years** | 106 | 8.9% | 2 | 14.2% | 80 | 23.1% | 2 | 8.2% | 191 | 12.0% |
| **65-69 Years** | 27 | 2.3% | 2 | 14.2% | | - | | - | 29 | 1.8% |
| **65-74 Years** | | - | | - | 51 | 14.8% | 1 | 4.5% | 53 | 3.3% |
| **70 or over** | 36 | 3.0% | 2 | 14.2% | | - | | - | 38 | 2.4% |
| **75 or over** | | - | | - | 1 | 0.2% | 0 | 0.3% | 1 | 0.1% |
| **TOTAL RESPONDING** | 1,195 | 100.0% | 13 | 100.0% | 348 | 100.0% | 30 | 100.0% | 1,585 | 100.0% |

# - These numbers are not statistically reliable given small sample size.

**TABLE 8**
**HOUSEHOLD TRIPS/PERSON VISITS TO WINDSOR (CMA)**
**Employment Status, Education and Respondent's Gender (000's)**

**Year: 1994**

| Classification | Ontario | | Other Canada[#] | | U.S.A. | | Other Canada[#] | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| | 000's | Share | 000's | Share | 000's | Share | 000's | Share | 000's | Share |
| **Total Respondents** | 832 | 100.0% | 10 | 100.0% | 348 | 100.0% | 29 | 100.0% | 1,219 | 100.0% |
| **EMPLOYMENT STATUS** | | | | | | | | | | |
| Employed | 663 | 79.8% | 6 | 0.6 | N/A | - | N/A | - | 669 | 54.9% |
| Unemployed | 68 | 8.2% | 0 | 0.00000001 | | - | | - | 68 | 5.6% |
| Not in Labour Force | 100 | 12.0% | 5 | 50.0% | N/A | - | N/A | - | 105 | 8.6% |
| 55-64 | 20 | 2.4% | 1 | 10.0% | N/A | - | N/A | - | 21 | 1.7% |
| 65+ | 35 | 4.2% | 4 | 40.0% | N/A | - | N/A | - | 39 | 3.2% |
| **EDUCATION** | | | | | | | | | | |
| 0-8 years of Schooling | 27 | 3.2% | 2 | 15.0% | N/A | - | N/A | - | 29 | 2.3% |
| Some Secondary | 214 | 25.7% | 5 | 45.0% | N/A | - | N/A | - | 219 | 17.9% |
| Graduated from High School | 191 | 23.0% | 4 | 35.0% | N/A | - | N/A | - | 195 | 16.0% |
| Some Post-Secondary | 32 | 3.8% | 0 | 0.0% | N/A | - | N/A | - | 32 | 2.6% |
| Post-Secondary Certificate | 208 | 25.0% | 1 | 5.0% | N/A | - | N/A | - | 209 | 17.1% |
| University Degree | 159 | 19.1% | 0 | 0.0% | N/A | - | N/A | - | 159 | 13.0% |
| **RESPONDENT'S GENDER** | | | | | | | | | | |
| Male - Over 15 years | 571 | 68.6% | 3 | 25.0% | 139 | 39.9% | 21 | 71.7% | 734 | 60.2% |
| Female - Over 15 years | 260 | 31.3% | 8 | 75.0% | 209 | 60.1% | 8 | 28.3% | 485 | 39.8% |

N/A - Question not asked.

# - These numbers are not statistically reliable given small sample size.

## TABLE 9: PERSON TRIPS TO WINDSOR (CMA)

**Origin of Trip - All Juridictions, Specific CMA's Across Canada, Bordering U.S. States and Overseas Countries**
**('000s)**

**Year: 1994**

| Origin of Trip | Same-Day | | Overnight | | | | | | | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Overnight - Pleasure | | Overnight - Business | | Overnight - Other | | Overnight - TOTAL | | | |
| | 000's | Share | 000's | Share | 000's | Share | 000's | Share | 000's | Share | 000's | Share |
| **TOTAL PERSON TRIPS/VISITS - All Origins** | 6,550 | 100.0% | 280 | 100.0% | 204 | 100.0% | 504 | 100.0% | 988 | 100.0% | 7,538 | 100.0% |
| **TOTAL PERSON TRIPS - Ontario** | 603 | 9.2% | 99 | 35.4% | 170 | 83.3% | 323 | 64.1% | 592 | 59.9% | 1,195 | 15.9% |
| **TOTAL PERSON TRIPS -Other Canada** | 4 | 0.1% | 1 | 0.4% | - | - | 8 | 1.6% | 9 | 0.9% | 13 | 0.2% |
| **Total Domestic Person Trips** | 607 | 9.3% | 100 | 35.7% | 170 | 83.3% | 331 | 65.7% | 601 | 60.8% | 1,208 | 16.0% |
| **TOTAL PERSON VISITS* - U.S.A.** | 5,928 | 90.5% | 175 | 62.5% | 33 | 16.2% | 158 | 31.3% | 366 | 37.0% | 6,294 | 83.5% |
| **TOTAL PERSON VISITS* - Overseas** | 15 | 0.2% | 5 | 1.8% | 1 | 0.5% | 15 | 3.0% | 21 | 2.1% | 36 | 0.5% |
| **Total International Person Visits** | 5,943 | 90.7% | 180 | 64.3% | 34 | 16.7% | 173 | 34.3% | 387 | 39.2% | 6,330 | 84.0% |
| **Person Trips from Specific Canadian CMA's** | | | | | | | | | | | | |
| **St. John's** | - | - | - | - | - | - | - | - | - | - | - | - |
| **Halifax** | - | - | - | - | - | - | 2 | 0.4% | 2 | 0.2% | 2 | 0.0% |
| **Saint John** | - | - | - | - | - | - | - | - | - | - | - | - |
| **Quebec City** | - | - | - | - | - | - | - | - | - | - | - | - |
| **Sherbrooke** | - | - | - | - | - | - | - | - | - | - | - | - |
| **Montreal** | - | - | - | - | - | - | - | - | - | - | - | - |
| **Hamilton** | 11 | 0.2% | 9 | 3.2% | 74 | 36.3% | 15 | 3.0% | 98 | 9.9% | 109 | 1.4% |
| **Kitchener/Waterloo** | 27 | 0.4% | 2 | 0.7% | 7 | 3.4% | 18 | 3.6% | 27 | 2.7% | 53 | 0.7% |
| **Oshawa** | 9 | 0.1% | 13 | 4.6% | - | - | 13 | 2.6% | 26 | 2.6% | 35 | 0.5% |
| **Ottawa-Hull** | - | - | 1 | 0.4% | - | - | - | - | 1 | 0.1% | 1 | 0.0% |
| **Ottawa (CD06)** | - | - | - | - | - | - | - | - | - | - | - | - |
| **Toronto (CMA)** | 14 | 0.2% | - | - | 73 | 35.8% | 60 | 11.9% | 133 | 13.5% | 147 | 2.0% |
| **Toronto (CD20)** | 11 | 0.2% | 13 | 4.6% | - | - | 19 | 3.8% | 32 | 3.2% | 43 | 0.6% |
| **St. Catherines/Niagara** | - | - | 13 | 4.6% | - | - | 19 | 3.8% | 32 | 3.2% | 32 | 0.4% |
| **Sudbury** | - | - | - | - | - | - | 2 | 0.4% | 2 | 0.2% | 2 | 0.0% |
| **Windsor** | 29 | 0.4% | 1 | 0.4% | - | - | - | - | 1 | 0.1% | 30 | 0.4% |
| **Thunder Bay** | - | - | - | - | - | - | - | - | - | - | - | - |
| **London** | 61 | 0.9% | 22 | 7.9% | 3 | 1.5% | 50 | 9.9% | 75 | 7.6% | 136 | 1.8% |
| **Winnipeg** | - | - | - | - | - | - | 1 | 0.2% | 1 | 0.1% | 1 | 0.0% |
| **Regina** | - | - | - | - | - | - | - | - | - | - | - | - |
| **Saskatoon** | - | - | - | - | - | - | - | - | - | - | - | - |
| **Calgary** | - | - | - | - | - | - | - | - | - | - | - | - |
| **Edmonton** | - | - | - | - | - | - | - | - | - | - | - | - |
| **Vancouver** | - | - | - | - | - | - | 2 | 0.4% | 2 | 0.2% | 2 | 0.0% |
| **Victoria** | - | - | - | - | - | - | - | - | - | - | - | - |

## TABLE 9: PERSON TRIPS TO WINDSOR (CMA)

**Origin of Trip - All Juridictions, Specific CMA's Across Canada, Bordering U.S. States and Overseas Countries**
**('000s)**

**Year: 1994**

| Origin of Trip | Same-Day | | Overnight | | | | | | | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Overnight - Pleasure | | Overnight - Business | | Overnight - Other | | Overnight - TOTAL | | | |
| | 000's | Share | 000's | Share | 000's | Share | 000's | Share | 000's | Share | 000's | Share |
| **TOTAL PERSON TRIPS/VISITS - All Origins** | 6,550 | 100.0% | 280 | 100.0% | 204 | 100.0% | 504 | 100.0% | 988 | 100.0% | 7,538 | 100.0% |
| **TOTAL PERSON TRIPS - Ontario** | 603 | 9.2% | 99 | 35.4% | 170 | 83.3% | 323 | 64.1% | 592 | 59.9% | 1,195 | 15.9% |
| **TOTAL PERSON TRIPS -Other Canada** | 4 | 0.1% | 1 | 0.4% | - | - | 8 | 1.6% | 9 | 0.9% | 13 | 0.2% |
| **Total Domestic Person Trips** | 607 | 9.3% | 100 | 35.7% | 170 | 83.3% | 331 | 65.7% | 601 | 60.8% | 1,208 | 16.0% |
| **TOTAL PERSON VISITS* - U.S.A.** | 5,928 | 90.5% | 175 | 62.5% | 33 | 16.2% | 158 | 31.3% | 366 | 37.0% | 6,294 | 83.5% |
| **TOTAL PERSON VISITS* - Overseas** | 15 | 0.2% | 5 | 1.8% | 1 | 0.5% | 15 | 3.0% | 21 | 2.1% | 36 | 0.5% |
| **Total International Person Visits** | 5,943 | 90.7% | 180 | 64.3% | 34 | 16.7% | 173 | 34.3% | 387 | 39.2% | 6,330 | 84.0% |
| **Person Visits from Selected U.S. Jurisdictions (by State)** | | | | | | | | | | | | |
| **New York** | 87 | 1.3% | - | - | - | - | 14 | 2.8% | 14 | 1.4% | 101 | 1.3% |
| **Michigan** | 5,223 | 79.7% | - | - | - | - | 186 | 36.9% | 186 | 18.8% | 5,409 | 71.8% |
| **Pennsylvania** | 30 | 0.5% | - | - | - | - | - | - | - | - | 30 | 0.4% |
| **Minnesota** | - | - | - | - | - | - | 2 | 0.4% | 2 | 0.2% | 2 | 0.0% |
| **Other Border States** | 451 | 6.9% | - | - | - | - | 123 | 24.4% | 123 | 12.4% | 574 | 7.6% |
| **Person Visits from Selected Overseas Jurisdictions (by Country)** | | | | | | | | | | | | |
| **United Kingdom** | 0 | 0.0% | - | - | - | - | 2 | 0.4% | 2 | 0.2% | 2 | 0.0% |
| **France** | 1 | 0.0% | - | - | - | - | 1 | 0.2% | 1 | 0.1% | 1 | 0.0% |
| **Germany** | 1 | 0.0% | - | - | - | - | 1 | 0.2% | 1 | 0.1% | 2 | 0.0% |
| **Other Europe** | 1 | 0.0% | - | - | - | - | 5 | 1.0% | 5 | 0.5% | 6 | 0.1% |
| **Japan** | 3 | 0.0% | - | - | - | - | 0 | 0.0% | 0 | 0.0% | 3 | 0.0% |

**TABLE 10**
**TOURISM EXPENDITURES IN WINDSOR (CMA)**
**By Ontario Residents, By Item of Expenditure**

**Year: 1994**

| | Public Transport | | Private Transport | | Local Transport | | Accommodation | | Food & Beverage | | Recreation/ Entertainment | | Retail/Other | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | $000's | Share | $000's | Share | $000's | Share | $000's | Share | $000's | Share | $000's | Share | $000's | Share | $000's | Share |
| **TOTAL TOURISM EXPENDITURES ASSIGNED TO WINDSOR** | 18,120 | 100.0% | 37,684 | 100.0% | 206 | 100.0% | 17,875 | 100.0% | 26,824 | 100.0% | 7,845 | 100.0% | 17,588 | 100.0% | 126,142 | 100.0% |
| **EXPENDITURES IN WINDSOR BY IN-COMING VISITORS (Total)** | | | 26,740 | 71.0% | 206 | 100.0% | 17,875 | 100.0% | 26,824 | 100.0% | 7,845 | 100.0% | 17,588 | 100.0% | 97,078 | 77.0% |
| **By Main Purpose & Length of Stay:** | | | | | | | | | | | | | | | | |
| **Pleasure** | | | 3,008 | 8.0% | 114 | 55.3% | 2,538 | 14.2% | 4,916 | 18.3% | 5,363 | 68.4% | 1,853 | 10.5% | 17,792 | 14.1% |
| **Same Day** | | | 135 | 0.4% | 57 | 27.7% | | | 1,165 | 4.3% | 3,684 | 47.0% | 1,330 | 7.6% | 6,371 | 5.1% |
| **Overnight** | | | 2,873 | 7.6% | 57 | 27.7% | 2,538 | 14.2% | 3,751 | 14.0% | 1,679 | 21.4% | 523 | 3.0% | 11,421 | 9.1% |
| **Visit Friends & Relatives** | | | 5,131 | 13.6% | 91 | 44.2% | 253 | 1.4% | 5,705 | 21.3% | 2,107 | 26.9% | 7,953 | 45.2% | 21,240 | 16.8% |
| **Same Day** | | | 39 | 0.1% | | | | | 887 | 3.3% | 32 | 0.4% | 920 | 5.2% | 1,878 | 1.5% |
| **Overnight** | | | 5,093 | 13.5% | 91 | 44.2% | 253 | 1.4% | 4,818 | 18.0% | 2,075 | 26.4% | 7,032 | 40.0% | 19,362 | 15.3% |
| **Business/Convention** | | | 17,934 | 47.6% | | | 15,006 | 83.9% | 15,551 | 58.0% | 375 | 4.8% | 6,599 | 37.5% | 55,465 | 44.0% |
| **Same Day** | | | | | | | | | 2,608 | 9.7% | 7 | 0.1% | 265 | 1.5% | 2,880 | 2.3% |
| **Overnight** | | | 17,934 | 47.6% | | | 15,006 | 83.9% | 12,943 | 48.3% | 367 | 4.7% | 6,334 | 36.0% | 52,584 | 41.7% |
| **Personal** | | | 667 | 1.8% | | | 78 | 0.4% | 652 | 2.4% | | | 1,184 | 6.7% | 2,581 | 2.0% |
| **Same Day** | | | | | | | | | 336 | 1.3% | | | 180 | 1.0% | 516 | 0.4% |
| **Overnight** | | | 667 | 1.8% | | | 78 | 0.4% | 317 | 1.2% | | | 1,004 | 5.7% | 2,066 | 1.6% |
| **EXPENDITURES INCURRED IN WINDSOR BY ITS RESIDENTS WHILE TRAVELLING TO DESTINATIONS OUTSIDE WINDSOR** | 18,120 | 100.0% | 10,944 | 29.0% | | | | | | | | | | | 29,064 | 23.0% |

**TABLE 11**
**TOURISM EXPENDITURES IN WINDSOR (CMA)**
**By Other Canadian Residents, By Item of Expenditure**

**Note: These numbers are not statistically reliable given small sample size**

**Year: 1994**

| | Public Transport | | Private Transport | | Local Transport | | Accommodation | | Food & Beverage | | Recreation/ Entertainment | | Retail/Other | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | $000's | Share | $000's | Share | $000's | Share | $000's | Share | $000's | Share | $000's | Share | $000's | Share | $000's | Share |
| **TOTAL TOURISM EXPENDITURES ASSIGNED TO WINDSOR** | | | 595 | 100.0% | 52 | 100.0% | | | 657 | 100.0% | 85 | 100.0% | 1,213 | 100.0% | 2,602 | 100.0% |
| **EXPENDITURES IN WINDSOR BY IN-COMING VISITORS (Total)** | | | 595 | 100.0% | 52 | 100.0% | | | 657 | 100.0% | 85 | 100.0% | 1,213 | 100.0% | 2,602 | 100.0% |
| **By Main Purpose & Length of Stay:** | | | | | | | | | | | | | | | | |
| **Pleasure** | | | 549 | 92.3% | | | | | 137 | 20.9% | 27 | 32.3% | 55 | 4.5% | 768 | 29.5% |
| **Same Day** | | | | | | | | | | | | | | | - | - |
| **Overnight** | | | 549 | 92.3% | | | | | 137 | 20.9% | 27 | 32.3% | 55 | 4.5% | 768 | 29.5% |
| **Visit Friends & Relatives** | | | 44 | 7.5% | 47 | 91.2% | | | 489 | 74.4% | 58 | 67.7% | 918 | 75.7% | 1,556 | 59.8% |
| **Same Day** | | | | | | | | | 36 | 5.5% | | | 3 | 0.3% | 39 | 1.5% |
| **Overnight** | | | 44 | 7.5% | 47 | 91.2% | | | 453 | 68.9% | 58 | 67.7% | 884 | 72.9% | 1,486 | 57.1% |
| **Business/Convention** | | | | | | | | | | | | | | | - | - |
| **Same Day** | | | | | | | | | | | | | | | - | - |
| **Overnight** | | | | | | | | | | | | | | | - | - |
| **Personal** | | | 2 | 0.3% | 5 | 8.8% | | | 31 | 4.7% | | | 240 | 19.8% | 278 | 10.7% |
| **Same Day** | | | | | | | | | | | | | | | - | - |
| **Overnight** | | | 2 | 0.3% | 5 | 8.8% | | | 31 | 4.7% | | | 240 | 19.8% | 278 | 10.7% |

**TABLE 12**
**TOURISM EXPENDITURES IN WINDSOR (CMA)**
**By U.S. Residents, By Item of Expenditure**

**Year: 1994**

| | Public Transport | | Private Transport | | Local Transport | | Accommodation | | Food & Beverage | | Recreation/ Entertainment | | Retail/Other | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | $000's | Share | $000's | Share | $000's | Share | $000's | Share | $000's | Share | $000's | Share | $000's | Share | $000's | Share |
| **TOTAL TOURISM EXPENDITURES ASSIGNED TO WINDSOR** | 2,473 | 100.0% | 38,012 | 100.0% | 213 | 100.0% | 12,425 | 100.0% | 122,736 | 100.0% | 96,517 | 100.0% | 89,478 | 100.0% | 361,855 | 100.0% |
| **EXPENDITURES IN WINDSOR SAME-DAY VISITORS (Total)** | 17 | 0.7% | 36,559 | 96.2% | 5 | 2.4% | - | - | 110,559 | 90.1% | 86,540 | 89.7% | 76,862 | 85.9% | 310,543 | 85.8% |
| **OVERNIGHT VISITORS** | 640 | 25.9% | 1,453 | 3.8% | 208 | 97.6% | 12,425 | 100.0% | 12,176 | 9.9% | 9,977 | 10.3% | 12,616 | 14.1% | 49,496 | 13.7% |
| **By Main Purpose & Length of Stay:** | | | | | | | | | | | | | | | | |
| **Pleasure** | 616 | 24.9% | 603 | 1.6% | 200 | 93.8% | 8,402 | 67.6% | 7,168 | 5.8% | 5,048 | 5.2% | 4,494 | 5.0% | 26,533 | 7.3% |
| **Visit Friends & Relatives** | 1 | 0.0% | 448 | 1.2% | - | - | 425 | 3.4% | 2,886 | 2.4% | 1,172 | 1.2% | 1,556 | 1.7% | 6,487 | 1.8% |
| **Business/Convention** | 23 | 0.9% | 256 | 0.7% | 8 | 3.8% | 2,515 | 20.2% | 1,424 | 1.2% | 811 | 0.8% | 6,221 | 7.0% | 11,258 | 3.1% |
| **Personal/Other** | - | - | 146 | 0.4% | - | - | 1,083 | 8.7% | 698 | 0.6% | 2,946 | 3.1% | 344 | 0.4% | 5,217 | 1.4% |
| **EXPENDITURES INCURRED IN WINDSOR BY VISITORS WHILE TRAVELLING TO DESTINATIONS OUTSIDE WINDSOR** | 1,816 | 73.4% | - | - | - | - | - | - | - | - | - | - | - | - | 1,816 | 0.5% |

**TABLE 13**
**TOURISM EXPENDITURES IN WINDSOR (CMA)**
**By Overseas Residents, By Item of Expenditure**

**Note: These numbers are not statistically reliable given small sample size**

**Year: 1994**

| | Public Transport | | Private Transport | | Local Transport | | Accommodation | | Food & Beverage | | Recreation/ Entertainment | | Retail/Other | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | $000's | Share | $000's | Share | $000's | Share | $000's | Share | $000's | Share | $000's | Share | $000's | Share | $000's | Share |
| **TOTAL TOURISM EXPENDITURES ASSIGNED TO WINDSOR** | 537 | 100.0% | 479 | 100.0% | 16 | 100.0% | 1,810 | 100.0% | 1,839 | 100.0% | 1,050 | 100.0% | 2,038 | 100.0% | 7,768 | 100.0% |
| **EXPENDITURES IN WINDSOR SAME-DAY VISITORS (Total)** | 29 | 5.4% | 75 | 15.7% | 3 | 18.8% | | | 417 | 22.7% | 205 | 19.5% | 300 | 14.7% | 1,029 | 13.2% |
| **OVERNIGHT VISITORS** | 116 | 21.6% | 404 | 84.3% | 13 | 81.3% | 1,810 | 100.0% | 1,421 | 77.3% | 845 | 80.5% | 1,738 | 85.3% | 6,347 | 81.7% |
| **By Main Purpose & Length of Stay:** | | | | | | | | | | | | | | | | |
| **Pleasure** | 39 | 7.3% | 82 | 17.1% | 4 | 25.0% | 129 | 7.1% | 152 | 8.3% | 131 | 12.5% | 287 | 14.1% | 824 | 10.6% |
| **Visit Friends & Relatives** | 33 | 6.2% | 192 | 40.1% | 4 | 25.0% | 276 | 15.2% | 587 | 31.9% | 567 | 54.0% | 951 | 46.7% | 2,610 | 33.6% |
| **Business/Convention** | 43 | 8.1% | 33 | 6.9% | 5 | 31.3% | 82 | 4.5% | 59 | 3.2% | 31 | 3.0% | 88 | 4.3% | 341 | 4.4% |
| **Personal/Other** | | | 97 | 20.3% | | | 1,322 | 73.0% | 624 | 33.9% | 116 | 11.0% | 413 | 20.3% | 2,571 | 33.1% |
| **EXPENDITURES INCURRED IN WINDSOR BY VISITORS WHILE TRAVELLING TO DESTINATIONS OUTSIDE WINDSOR** | 392 | 73.0% | | | | | | | | | | | | | 392 | 5.0% |

**TABLE 14**
**TOURISM EXPENDITURES IN WINDSOR (CMA)**
**Visitors from All Origins, By Item of Expenditure**

Year: 1994

| | Public Transport | | Private Transport | | Local Transport | | Accommodation | | Food & Beverage | | Recreation/ Entertainment | | Retail/Other | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | $000's | Share | $000's | Share | $000's | Share | $000's | Share | $000's | Share | $000's | Share | $000's | Share | $000's | Share |
| **TOTAL TOURISM EXPENDITURES ASSIGNED TO WINDSOR** | 21,130 | 100.0% | 76,770 | 100.0% | 487 | 100.0% | 32,110 | 100.0% | 152,056 | 100.0% | 105,497 | 100.0% | 110,317 | 100.0% | 498,367 | 100.0% |
| **EXPENDITURES IN WINDSOR BY IN-COMING VISITORS (Total)** | 3,010 | 14.2% | 65,826 | 85.7% | 487 | 100.0% | 32,110 | 100.0% | 152,056 | 100.0% | 105,497 | 100.0% | 110,317 | 100.0% | 469,303 | 94.2% |
| **By Main Purpose & Length of Stay:** Note: "Same day" covers Canadian residents only, while "Overnight" covers ALL origins | | | | | | | | | | | | | | | | |
| **Pleasure** | 655 | 3.1% | 4,242 | 5.5% | 318 | 65.3% | 11,069 | 34.5% | 12,373 | 8.1% | 10,569 | 10.0% | 6,689 | 6.1% | 45,916 | 9.2% |
| Same Day | - | - | 135 | 0.2% | 57 | 11.7% | - | - | 1,165 | 0.8% | 3,684 | 3.5% | 1,330 | 1.2% | 6,371 | 1.3% |
| Overnight | 655 | 3.1% | 4,107 | 5.3% | 261 | 53.6% | 11,069 | 34.5% | 11,208 | 7.4% | 6,885 | 6.5% | 5,359 | 4.9% | 39,545 | 7.9% |
| **Visit Friends & Relatives** | 34 | 0.2% | 5,815 | 7.6% | 142 | 29.2% | 954 | 3.0% | 9,667 | 6.4% | 3,904 | 3.7% | 11,378 | 10.3% | 31,895 | 6.4% |
| Same Day | - | - | 39 | 0.1% | - | - | - | - | 923 | 0.6% | 32 | 0.0% | 923 | 0.8% | 1,917 | 0.4% |
| Overnight | 34 | 0.2% | 5,777 | 7.5% | 142 | 29.2% | 954 | 3.0% | 8,744 | 5.8% | 3,872 | 3.7% | 10,423 | 9.4% | 29,947 | 6.0% |
| **Business/Convention** | 66 | 0.3% | 18,223 | 23.7% | 13 | 2.7% | 17,603 | 54.8% | 17,034 | 11.2% | 1,217 | 1.2% | 12,908 | 11.7% | 67,064 | 13.5% |
| Same Day | - | - | - | - | - | - | - | - | 2,608 | 1.7% | 7 | 0.0% | 265 | 0.2% | 2,880 | 0.6% |
| Overnight | 66 | 0.3% | 18,223 | 23.7% | 13 | 2.7% | 17,603 | 54.8% | 14,426 | 9.5% | 1,209 | 1.1% | 12,643 | 11.5% | 64,183 | 12.9% |
| **Personal** | - | - | 912 | 1.2% | 5 | 0.9% | 2,483 | 7.7% | 2,005 | 1.3% | 3,062 | 2.9% | 2,181 | 2.0% | 10,648 | 2.1% |
| Same Day | - | - | - | - | - | - | - | - | 336 | 0.2% | - | - | 180 | 0.2% | 516 | 0.1% |
| Overnight | - | - | 912 | 1.2% | 5 | 0.9% | 2,483 | 7.7% | 1,670 | 1.1% | 3,062 | 2.9% | 2,001 | 1.8% | 10,133 | 2.0% |
| **SAME-DAY International Visitors** | 46 | 0.2% | 36,634 | 47.7% | 8 | 1.7% | - | - | 110,976 | 73.0% | 86,745 | 82.2% | 77,162 | 69.9% | 311,571 | 62.5% |
| **EXPENDITURES INCURRED IN WINDSOR BY ITS RESIDENTS WHILE TRAVELLING TO DESTINATIONS OUTSIDE WINDSOR** | 18,120 | 85.8% | 10,944 | 14.3% | - | - | - | - | - | - | - | - | - | - | 29,064 | 5.8% |
| **BY INTERNATIONAL VISITORS WHO COME TO WINDSOR BUT DO NOT VISIT** | 2,208 | 10.4% | | | | | | | | | | | | | 2,208 | 0.4% |